

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. -2. (Canceled)
3. (Currently Amended) The electro-optical apparatus according to ~~Claim~~
~~1, Claim 11,~~
the double coated adhesive tape including a material having the heat conductivity of 0.6 W/m ° K or more.
4. (Currently Amended) The electro-optical apparatus according to ~~Claim 1,~~
Claim 11, _____
_____ the double coated adhesive tape including acryl rubber.
5. (Currently Amended) The electro-optical apparatus according to ~~Claim~~
~~1, Claim 11,~~
the double coated adhesive tape being provided to correspond to the whole peripheral region,
at least one of the plate and the cover being bonded to the electro-optical device over the whole peripheral region.
6. (Currently Amended) The electro-optical apparatus according to ~~Claim~~
~~1, Claim 11,~~
the thickness of the double coated adhesive tape being in the range of 50 to 200 μm .
7. (Currently Amended) The electro-optical apparatus according to ~~Claim 1,~~
Claim 11,
at least one of an outmost surface of the plate and an outmost surface of the cover being black.
8. (Previously Presented) The electro-optical apparatus according to Claim 7,

a plating process being performed on the surface of the at least one of the plate and the cover.

9. (Original) The electro-optical apparatus according to Claim 8,
the plating process being performed after performing a blast process on at least one of the surface of the plate and the surface of the cover.

10. (Currently Amended) A projection display apparatus, comprising:
the electro-optical apparatus according to ~~Claim 1~~; Claim 11;
the light source;
an optical system to guide the projection light into the electro-optical device;
and
a projection optical system to project the light emitted from the electro-optical device.

11. (New) An electro-optical apparatus, comprising:
an electro-optical device, the electro-optical device including:
a first surface having an image display region on which projection light from a light source is incident and a peripheral region that surrounds the image display region, the image display region and the peripheral region of the first surface extending substantially within a same imaginary plane;
a second surface facing in an opposite direction from the first surface, the second surface including a central region and a peripheral region surrounding the central region, the central region and the peripheral region extending substantially within a same imaginary plane; and
side surfaces extending between the first and second surfaces;
a mounting case, the mounting case including:

a cover covering the side surfaces and the peripheral region of the first surface of the electro-optical device, the cover including a window that exposes therethrough the image display region of the first surface of the electro-optical device; and

a plate covering the peripheral region of the second surface of the electro-optical device, the plate including a window that exposes therethrough the central region of the second surface of the electro-optical device,

a first double-coated adhesive tape interposed between the cover and the peripheral region of the first surface of the electro-optical device to bond the cover to the peripheral region of the first surface of the electro-optical device; and

a second double-coated adhesive tape interposed between the plate and the peripheral region of the second surface of the electro-optical device to bond the plate to the peripheral region of the second surface of the electro-optical device.

12. (New) An electro-optical apparatus, comprising:

an electro-optical device; the electro-optical device including:

a first surface having an image display region on which projection light from a light source is incident and a peripheral region that surrounds the image display region, the image display region and the peripheral region of the first surface extending substantially within a same imaginary plane;

a second surface facing in an opposite direction from the first surface, the second surface including a central region and a peripheral region surrounding the central region, the central region and the peripheral region extending substantially within a same imaginary plane; and

side surfaces extending between the first and second surfaces,

a mounting case, the mounting case including:

a cover covering the side surfaces and the peripheral region of the first surface of the electro-optical device, the cover including a window that exposes therethrough

the image display region of the first surface of the electro-optical device and side fin portions, the side fin portions being formed on two opposing side surfaces, respectively; and

a plate covering the peripheral region of the second surface of the electro-optical device, the plate including a window that exposes therethrough the central region of the second surface of the electro-optical device, the plate including only two bent portions, the bent portions being formed on two opposing side surfaces of the plate, respectively, each bent portion abutting against an outer surface of a side surface of the electro-optical device and an inner surface of a side surface of the cover,

a first double-coated adhesive tape interposed between the cover and the peripheral region of the first surface of the electro-optical device to bond the cover to the peripheral region of the first surface of the electro-optical device;

a second double-coated adhesive tape interposed between the plate and the peripheral region of the second surface of the electro-optical device to bond the plate to the peripheral region of the second surface of the electro-optical device; and

a molding member being between the outer surface of the electro-optical device and an inner surface of the bent portions,

plating process being performed on the surface of the at least one of the plate and the cover, the plating process being performed after performing a blast process on at least one of the surface of the plate and the surface of the cover.

13. (New) A method for manufacturing an electro-optical apparatus, the apparatus including an electro-optical device and a mounting case, the electro-optical device including a first surface having an image display region on which projection light from a light source is incident and a peripheral region that surrounds the image display region, the image display region and the peripheral region of the first surface extending substantially within a same imaginary plane and a second surface facing in an opposite direction from the first surface, the second surface including a central region and a peripheral region surrounding the central

region, the central region and the peripheral region extending substantially within a same imaginary plane, the mounting case including a cover and a plate, the cover including a window that exposes therethrough the image display region of the first surface of the electro-optical device, the plate including a window that exposes therethrough the central region of the second surface of the electro-optical device, the method comprising:

mounting the second surface of the electro-optical device onto the plate so that the peripheral region that surrounds the image display region is against the edge of the window of the plate;

bonding the plate to the electro-optical device by a first double-coated adhesive tape, the first double-coated adhesive tape being provided on an inner surface of the plate around the peripheral region of the window of the plate;

mounting the cover to the first surface of the electro-optical device so that the peripheral region that surrounds the image display region is against the edge of the window of the cover; and

bonding the cover to the electro-optical device by a second double-coated adhesive tape, the second double-coated adhesive tape being provided on an inner surface of the plate around the peripheral region of the window of the cover member,

a blast process being performed on at least one of the surface of the plate and the surface of the cover after a plating process being performed on the surface of the at least one of the plate and the cover.

14. (New) The method according to claim 13, the plate further including two bent portions on opposing sides, respectively, the mounting the cover to the electro-optical device so that the bent portions of the plate abutt against an inner surface of the cover.